




Columdae Reference Case Description

Client	 Riso Gallo Spa (Italy) www.risogallo.com
Product	Risotto meals for the consumer market
Project	Distributor search in Finland
Duration	April – June 2013
Objectives	Riso Gallo wanted to start selling their product (a risotto meal for consumers) in Finland. Riso Gallo had already established distribution channels in other Nordic countries, but Finland had so far proven too difficult. Riso Gallo thus turned to Columdae for assistance in finding a local importer/distribution partner.
Consultant's Role and Achievements	<p>Columdae investigated the entire FMCG chain in Finland in order to understand what kind of companies would be the right ones to introduce Riso Gallo to. It turned out that large retail chains were not interested in dealing with such products directly, and a partner had to be found amongst smaller and little-known food importers.</p> <p>Columdae then contacted every such company in Finland. Columdae managed to awake the interest of several potential distributors in Finland to start discussions with Riso Gallo, by explaining the benefits of the product in a way that was well understood in the local cultural and business context.</p> <p>These distributor candidates were then shortlisted. Riso Gallo could then make a well-founded decision on which distributor candidate to cooperate with in Finland, having received such information and advice from Columdae that the company could not have obtained on their own. Riso Gallo's cooperation with the distributor introduced by Columdae then started well, with good sales realised in Finland in the following years.</p>
Client Contact Person for Further Details	Available upon request